

# Refining the Features of the Face

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Banishing the "tired lines" about the mouth

Refining the mouth with the French ironer



Refining the shape of the nose by reducing the thick cartilage

Treating the nerve of the nose to cure redness

Massaging the ear to restore its delicate coloring



Treating the nerves above the ear as a tonic to the ear

TO MAKE the face beautiful, every feature should receive special care. Neglected lines about the mouth, a nose with coarse skin and too thick cartilage and a poor dried-up looking little ear, which has lost all its freshness, any of these defects, minor as they may seem to the woman who is accustomed to them, may prove the marring feature to an otherwise beautiful face.

## Banishing Tired Lines About the Mouth

Women are beginning to appreciate that there is no truer index to the character than the mouth. That's why the care of the mouth has become of such vital importance to women. There is no excuse for chapped or colorless lips or for the lines about the mouth which indicate worry and discontent, quite as much as advancing age. We give a special course of treatment for improving the mouth. There is nothing better than massage with the tips of the fingers for removing the tell-tale lines. We treat the lines, of course, in the opposite direction from which they run. After applying the cream, give a vigorous massage. In this way we exercise the muscle under the skin and make it firm. If the muscle is firm beneath the skin there is little chance of the skin becoming creased and wrinkled. This treatment should always be given just before retiring and the cream left on all night.

To refine the mouth we treat the

muscle around the mouth with the French ironer. After applying cream the ironer should be moved briskly all about the mouth, in this way arousing the circulation, and making the lips cherry red. Special attention should be given to the muscle across the upper lip. We exercise and nourish it by ironing it back and forth. By this method, we keep away the puckers. Many women unconsciously put disfiguring lines in their upper lip by pushing their lips out to keep the veil away from the face. Always after coming in out of the cold put a little cream on the lips. Never allow them, through neglect, to have a withered look. To just touch the lips with the lip stick before going out into the open air helps to keep them in good condition, and in very cold weather use a little cream also.

## Treating Nerve of Nose to Cure Redness

By this method of treating the nerve of the nose we can banish all redness. We follow the leading nerve on each side of the nose with the tip of the finger, starting at the bottom and rubbing up the nose on either side, and then under the eyebrows. Following the nerve in this way greatly relieves all congested circulation which is the secret of that troublesome redness which often comes to the nose. Of course, we first apply the cream and then we massage the nerve as just explained. Frequently in treating red noses we massage the temples and cheeks vigorously in order

to get the blood away from the nose. To the astonishment of many of our new customers we say "Never wash the nose." Wash it in cream, to be sure, but never with water, as the water will only counteract all the beneficial results of the massage, and the circulation will have to be properly aroused all over again. The old idea that the circulation is improved by dashing the face with cold water is such an old notion that by this time it should be obsolete. Shocking the face with cold water retards rather than stimulates the circulation, so bathe the face in cream rather than water, and thus nourish and cleanse every pore of the skin, as well as improve the circulation.

## Refining Shape of Nose by Reducing Thick Cartilage

This massage movement about the lower part of the nose tends to make the aristocratic looking nose. It is a most beneficial treatment for narrowing too wide nostrils. We first apply the cream and then with the tips of the fingers give a vigorous rotary movement. Never massage the nose down, but always up.

## Massaging Ear to Restore Its Delicate Coloring

It is astonishing how many women neglect their ears. A well shaped, prettily pink ear is more of an attraction than many women realize. Surely a

lifeless, colorless, old-looking ear is no addition to a pretty woman's face. To keep the ear in good condition, it should be regularly massaged and bathed in cream.

## Giving Ear a Tonic by Treating Nerves Above It

A colorless ear indicates poor circulation. In cases where the circulation has been allowed to become torpid, as many as six treatments are necessary to restore the pretty pink color permanently. The correct way to treat the ear is not to dash a little cold water upon it, but to rub the fine cream all over the ear and then massage it gently. This will not only bring back the pink coloring, but give life to the ear and improve and refine its texture.

There is no better tonic for the ear than to properly treat the nerve above it. Massaging this nerve, first gently and then vigorously, will not only stimulate the circulation all through the ear, but really have a general soothing effect upon the nerves. It may be interesting and useful to many of the readers of The New York Daily News to know that before going into the salt water in the summer they should rub the ear with cream, then put in the ear a little piece of lamb's wool cotton instead of absorbent cotton. The lamb's wool cotton will effectually keep the water out, and the cream will prevent the ear from becoming dry and sticky.

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